



Netcore Redefines Employee Experience with VMware Workspace ONE

[Netcore Cloud](#), a globally recognized SaaS company, curates a full stack of marketing technology solutions that advocate AI-powered intelligent customer experiences in all walks of the user's journey. With over 25 years of marking milestones, Netcore serves over 6,500 clients globally.

Industry

Business Services

Strategic priorities

- Anywhere Workspace

Partner

[ServiClan Consulting](#), a VMware Master Services Competencies Partner, assists organizations by transforming digital workspace visions into reality. The partner delivers VMware End User Computing solutions for robust remote and hybrid work environments.

VMware footprint

- VMware® Workspace ONE®

Netcore Cloud, inventors of the first, leading AI/ML-powered marketing automation and customer engagement platform, caters to B2C brands with its range of products in customer acquisition, engagement and retention. As the business expanded, Netcore shifted from conventional email marketing to modern IT consulting. Through this evolution, Netcore needed robust and secure IT infrastructure and remote work flexibility. VMware Workspace ONE, with its extensive macOS management capabilities, allows Netcore to scale quickly with automated device configuration and provides great experiences to employees on any device, anywhere, with over-the-air provisioning and zero-touch onboarding for Mac users.

Addressing the challenges while navigating the shift

As Netcore transformed to focus on consulting, the company needed to hire professionals in areas such as cloud architecture and machine learning, where competition for talent is high. Netcore found it challenging to attract and retain the right people.

To improve overall employee satisfaction, Netcore Cloud offered work-from-home opportunities from any location on any device. To attract and keep top talent, Netcore invested in hundreds of new MacBooks for its workforce. Unfortunately, IT systems and processes for getting new devices to new or existing employees were not set up for these new initiatives.

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“Distributing, provisioning, enrolling and securing the laptops was all very time-consuming with several points of failure because we had to do everything manually,” says Amit Koyande, manager of IT, Netcore Cloud. “Sometimes, a new employee might wait two weeks before they’d have a device to work on. Productivity was taking a big hit.”

Transforming to support remote and hybrid work

The transition to remote work during the pandemic put the company’s slow, manual processes of onboarding, managing, securing, and supporting new laptops under increased scrutiny. Netcore required a cloud native, unified device management platform enabling quick and easy automation and management from anywhere. Despite exploring several options, Netcore connected with ServiClan Consulting, a VMware partner, for guidance.

ServiClan recommended VMware Workspace ONE—a market leader in unified endpoint management (UEM). “We chose VMware Workspace ONE UEM because it had the high level of Mac management capabilities we needed,” says Koyande, Manager IT, Netcore Cloud. “We did consider other platforms as well, but it was obvious that Workspace ONE could eliminate delays caused by manual configuration and IT interventions and provide remote flexibility at a cost-effective price point.”

By managing macOS devices with Workspace ONE, the company can provision laptops with zero IT touch and get ready-to-work laptops to employees much faster. Netcore employees now enjoy a frictionless and positive experience that improves productivity and retention.

Flexibility to meet modern requirements

Netcore, with the help of ServiClan Consulting, successfully deployed VMware Workspace ONE and optimized the management of macOS devices. With Workspace ONE, the business shipped ready-to-work managed and secured MacBooks directly to employees during the COVID-19 pandemic. Even during the onboarding process, Workspace ONE provides a customized experience with automated device enrollment, application of security policies, and secure access to work resources such as email and apps, within minutes of receiving a new Mac.

“We helped Netcore with a Workspace ONE POC and provided deployment assistance to help them adopt and effectively utilize the solution. The platform provided Netcore with tangible workforce improvements like easy enforcement of device compliance and control, maintenance of strong security measures, remote management of devices, and proactive support,” says Vimal Soni, founder, ServiClan Consulting LLP.

Zero Trust security without compromising employee experience

With Workspace ONE, Netcore manages all its device types and platforms from a single console, ensuring consistent processes and policies across various operating systems in real time through a cloud native approach. The user experiences are consistent regardless of which Apple device they are using, and self-service functionality empowers employees to add apps, resolve issues and perform tasks without contacting IT support.

Netcore prioritized fast, frictionless access to apps, but security was still the greatest priority. The company worked with VMware and implemented a Zero Trust approach emphasizing strict identity and device verification, built on the principle of never trusting and always verifying. For users, Zero Trust security is not apparent, as single sign-on

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capability allows them to access apps from within Workspace ONE with ease. Nagesh Kasar, assistant vice president of infrastructure and IT, Netcore Cloud, says, “Everything is automated with VMware Workspace ONE. Previously, we faced problems with password syncs and encryption, but now we don’t remember the last time we worried about security or passwords.”

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Optimizing productivity with proactive support

With Workspace ONE, Netcore employees have gained greater control over their work requirements, all self-service, ensuring greater productivity and a more satisfying work experience. IT used to spend hours getting the right software to the right people, sometimes even going to the extreme of remotely into the employee’s laptop to download and install a new app. Now, applications are available in Workspace ONE, and the employee can access it through the VMware Workspace ONE Intelligent Hub.

A process that took hours now only takes 10-15 minutes. This reduces the number of IT tickets and improves employee productivity and satisfaction, allowing IT to be proactive and provide more constructive support to the end user.

Excited to explore ahead

Anant Mengane, head of infrastructure and IT, Netcore Cloud, says, “VMware Workspace ONE has been a game changer for Netcore, providing a unified platform that eliminates delays and offers many benefits. With manual efforts reduced, IT operations have become more efficient, and compliance and deployment processes have been optimized.” Netcore employees enjoy smooth and effortless app and resource access with their Apple devices thanks to Workspace ONE.

With over 300 MacBooks, the company has improved its employee and customer experiences. VMware has been pivotal in the company’s growth by increasing employee retention and satisfaction, helping to enable devices of choice and remote work. Netcore expects this improved end-user experience to continue impacting the company’s overall success and drive its business forward.

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